



Contents

Introduction

Defining the Membership

Membership Constituencies

Why Become a Member?

Membership Principles

What Can Members Do?

What Difference Will Membership Make?

Membership Database

Resourcing the Membership Development

Membership Recruitment and Engagement

About the Areas We Serve and the Types of Services We Deliver

Our Strategic Goals

Good Communication

We Keep Members Informed By

The Council of Governors

Governor Elections

Local Partnerships

Information and Involvement

Governor Activities

Governor and Member Support

Future Plans

Monitoring

Appendix 1 – Maps of Hull, East Riding of Yorkshire and the Wider Yorkshire and Humber Area

Appendix 2 – Some of the Services Provided by the Trust

Appendix 3 – Action Plan

Introduction

Humber NHS Foundation Trust was authorised as a Foundation Trust on 1 February 2010. The Trust employs approximately 3,000 staff and provides a comprehensive range of healthcare services in Hull and the East Riding of Yorkshire. These services are delivered to a population of nearly 600,000 living in urban, rural and coastal areas. We also provide some services to parts of North and North East Lincolnshire and North Yorkshire, and some specialist services nationally.

The Trust's vision is to improve the health and wellbeing of the communities it serves. As a Foundation Trust, we are constantly re-investing back into healthcare and improving the environments in which our patients are treated, including purpose-built inpatient facilities for learning disability and forensic patients.

Although we are aiming for as large a membership as possible, we also want members who are truly interested in making a difference and getting involved. This strategy is designed to show how:

- The Trust aims to develop its membership base to reflect the diversity of services provided and to ensure it is representative of the local population. One of the greatest benefits of being a Foundation Trust (FT) is having a vibrant membership that is passionate about the people we care for and the services we provide.
- The Trust recognises the need to increase awareness of mental health, learning disability and other health related issues with an overarching aim of reducing the associated stigma and will continue to do this through communication and engagement with members and the wider community in line with its mission statement, *'Improving the health and well-being of the communities we serve.'*
- Help develop relationships with other organisations and explore opportunities of joint working with other organisations.

Defining the Membership

The Trust's members play an important part in its positively influencing future development plans for the Trust and may wish to become involved in its services and direction by working with our Governors.

Membership Constituencies

We have two membership constituencies:

- Public - Anyone aged 14 and over living in the Hull, East Riding and wider Yorkshire and Humber area can choose to join our public membership.
- Staff - All eligible staff will automatically become members of the Foundation Trust unless they express a wish to opt out. Any member of staff employed by the Trust on a contract of no fixed term, or who has a fixed term contract for at least 12 months or has been employed by the Trust for at least 12 months is eligible for membership to the staff constituency.

Appendix 2 shows a map of Hull, the East Riding of Yorkshire and the wider Yorkshire and Humber areas.

Why Become a Member?

Members are key in providing feedback on services to the Trust. We want local people to have a much bigger say in how our local services are developed. Members can be involved as much or as little as they want and have the opportunity to:-

- ✔ Influence the future strategic direction and service delivery of the Foundation Trust;
- ✔ Stand for election as a Governor themselves (must be 18 years or above)
- ✔ Elect a Governor
- ✔ Become a Non Executive Director (NED)

Membership Principles:

- ✔ Membership is free
- ✔ Members can choose how much or how little they want to be involved
- ✔ All membership activity is voluntary
- ✔ Membership does not mean preferential treatment or rights of access to staff or premises
- ✔ Membership does not replace, but links with, existing service user and carer involvement activity which focuses on patient experience. Membership focuses on community engagement.
- ✔ It is a member's responsibility to let us know when their circumstances change ie change of address or eligibility to become a member.
- ✔ Full details about eligibility for membership are detailed in our Constitution.

What Can Members Do?

- ✔ Support the Trust
- ✔ Be informed and kept up to date
- ✔ Inform the Trust and help shape service development
- ✔ Get involved in voluntary activities
- ✔ Recruit other members
- ✔ Receive information about keeping healthy
- ✔ Promote good health within the community
- ✔ Develop their own awareness and understanding of the services the Trust provides to enable them to fully participate and influence services
- ✔ Have their views represented by the Council of Governors
- ✔ Choose specific areas and topics they want to know about or get involved in
- ✔ Be automatically consulted about changes to services
- ✔ Public members can get the same discounts as staff to high street brands
- ✔ Attend member events/surgeries and give feedback

What Difference Will Membership Make?

At its strongest and most powerful the real benefits from membership will come from the synergy it will create. We want the membership to have a loud voice in our community by:



Membership Database

We maintain an accurate database of members which contains sufficient detail to allow us to track the diversity of our membership and enables us to target any areas where there is low membership representation. It also allows us to evaluate the most successful methods of membership recruitment to guide future strategy. In addition it details particular interests of members meaning we can send the right information to the right person about involvement opportunities. The database provides the reports needed for submission to "Monitor" (who under the Health and Social Care Act (2012) has an ongoing role in assessing NHS Trusts).

Information on the database and Members Register is held in line with the Data Protection Act and members may request that their details are not made available on the public register. The Public Register only records the name and the constituency of members.

The database runs the following integrity checks:

- 📍 The latest post office address file
- 📍 The national gone away on-line suppression file
- 📍 The national bereavement register

Resourcing the Membership Development

Membership is managed through the Membership Office. A full time Membership Officer is in post. A nominal membership budget is established and includes:

- 📌 Annual membership software license for the membership database
- 📌 Newsletter 3 times a year – Humber People
- 📌 Low cost membership events
- 📌 Joint membership forms with a local NHS organisation

Recruitment of members requires the active support of Governors, Managers, staff and those services with involvement responsibilities.

Membership Recruitment and Engagement

The Trust has tried and tested many different recruitment methods and found the most effective to be face to face recruitment at Health Centres and other local events.

To ensure the membership remains representative of the population the Trust serves and that engagement with the membership is meaningful, its plans will include:

- 📌 The automatic recruitment of new employees unless they chose to opt out
- 📌 Any staff leaving will be offered the opportunity to join as public members
- 📌 A variety of methods of engagement will be used with new members including face to face contact, website updates, newsletters and direct communications (email / letters).
- 📌 Pursuing all opportunities with the Trust's current services
- 📌 Focussing on membership recruitment on areas, ethnicities etc which are under-represented
- 📌 The promotion of membership across all constituencies by Governors within their respective constituencies

The Trust is committed to growing and maintaining its membership and will continue to do this in conjunction with the Governors through various means including:-

- 📌 Publication of Humber People Newsletter
- 📌 Use of the Trust's website
- 📌 Holding regular events for members
- 📌 Distribution of membership application forms
- 📌 Continually improving ways to recruit and communicate with the Trust's members.

About the Areas We Serve and the Types of Services We Deliver

The Trust serves a population of approximately 600,000. The public constituencies are created from the resident populations of two Local Authority areas covering a total area of 1,000 square miles. In addition any member of the public living in the Yorkshire and Humber area can join as a member, in particular this enables service users and carers living outside the direct Local Authority boundaries to join our Trust.

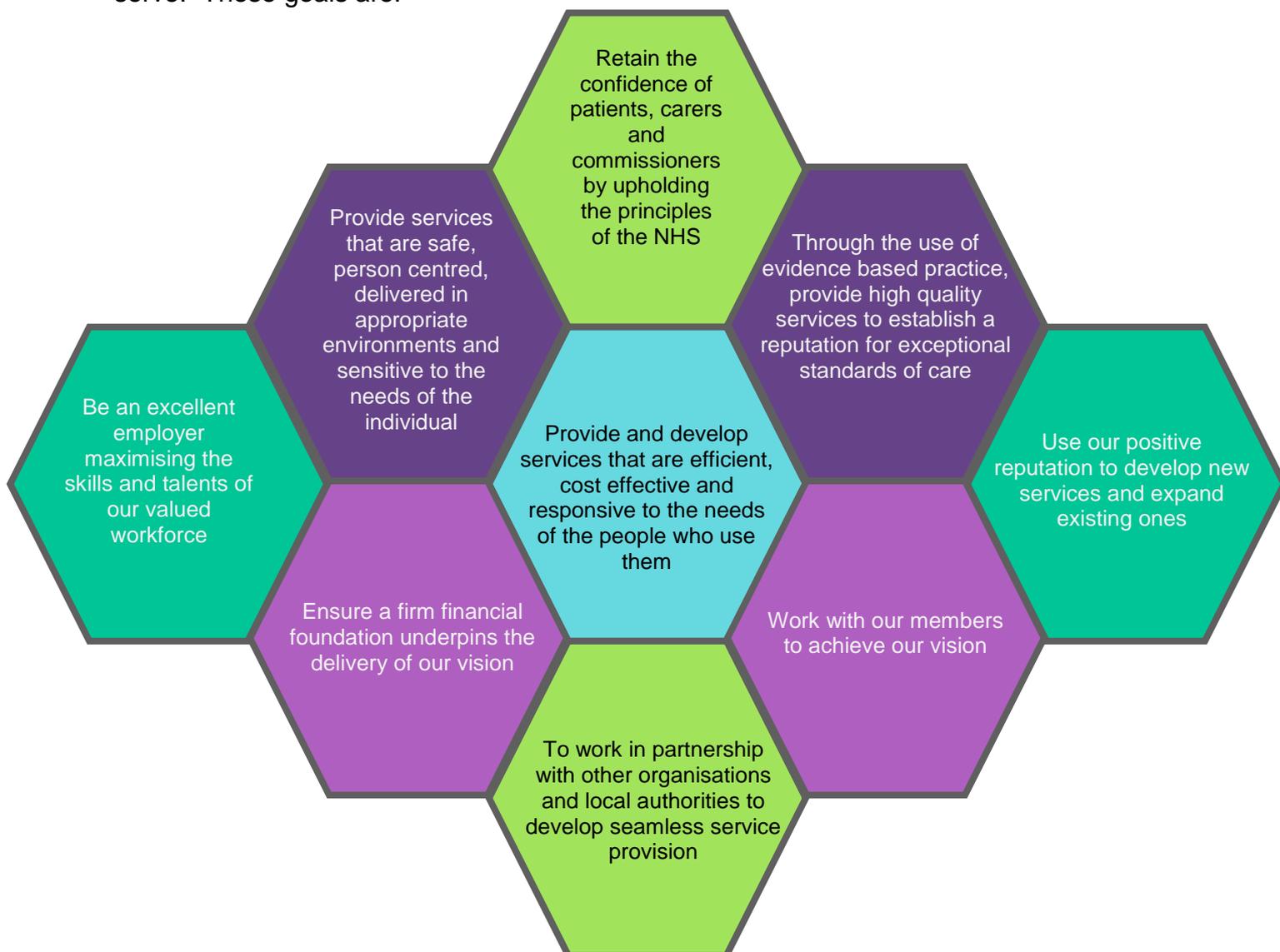
The Trust provides a comprehensive portfolio of services, many of which can be accessed through the Single Point of Access (a fast track to treatment, help and support). For more information about the services we provide please see Appendix 2 or visit

www.humber.nhs.uk

To contact the Single Point of Access, phone 01482 617560 or email singlepointofaccess@humber.nhs.uk

Our Strategic Goals

The Trust has 9 Strategic Goals that form the direction and aspirations of our organisation and underpin our vision: to improve the health and wellbeing of the communities we serve. These goals are:-



Good Communication

It is essential that good communication is established with members and Governors to achieve the aims of this strategy. Communication will be based on the Trust Communications and Engagement Strategy which is underpinned by NHS standards.

Effective communications are key to:-

- Engaging with patients and the public through information exchange
- Ensuring we deliver our Membership Strategy
- Ensuring the NHS improves its credibility and reputation
- Ensuring that the NHS delivers the services that patients want

The following principles were published in 1996:-

| Principle | Aim |
|------------|--------------------------------------------------------------|
| Open | Reasons for decisions are available |
| Corporate | Consistency of style and message |
| Two Way | Up and down the hierarchy |
| Timely | Arrival of information when relevant |
| Clear | Plain language |
| Targeted | Right message to right audience |
| Credible | Recipients can Trust messages |
| Planned | Not an after thought |
| Consistent | No contradictions |
| Efficient | Delivered on time with ease |
| Integrated | Internal and external communications are mutually supportive |

These set the standards for communications within the NHS, together with the Code of Openness and the Freedom of Information Act 2000, promoting the free exchange of full, clear and concise information.

The Trust also acknowledges the benefits of engagement activities. We believe effective engagement will be of significant value and will be key to:

- ✔ Help plan and influence the commissioning of services to give users what they want and expect with improved outcomes
- ✔ Help prioritise services and make better use of limited resources
- ✔ Help set and monitor performance standards relevant to users' needs
- ✔ Foster partnerships to understand the problems being faced and how they can help
- ✔ Help gain greater support by obtaining co-operation and wider endorsement to change
- ✔ Our commitment to be open and accountable, to put patients first
- ✔ A greater sense of ownership of the NHS
- ✔ Help sustain public confidence.

We Keep Members Informed By:

- ✔ Publishing a membership newsletter three times a year
- ✔ Holding regular events for members
- ✔ Establishing a members area on our website
- ✔ Informing members about service developments
- ✔ Consulting with members about major changes
- ✔ Acknowledging each membership application with a welcome letter. A membership card is also issued
- ✔ Setting up events for those who are interested in becoming a Governor
- ✔ Communicating with all members when there has been significant news in between membership newsletters
- ✔ Attending events to increase membership numbers

- ✔ Joint working with other NHS organisations
- ✔ Reporting on Trust activities, plans and performance
- ✔ Explaining the election process and the outcome of elections

The Council of Governors

The Council of Governors is the link between the Trust and its members. Governors have a duty to keep members informed and listen to their views. The role of the Council of Governors also includes:

- ✔ Providing guidance on the future direction of the Trust
- ✔ Representing interests of the members of the Trust as a whole and members of the public
- ✔ Holding the Non Executive Directors to account, individually and collectively, for the performance of the Executive Directors
- ✔ Approving the Constitution
- ✔ Observing Sub Committees of the Trust Board
- ✔ Approving any Significant Transactions
- ✔ Be consulted on changes within the Foundation Trust
- ✔ Appoint and remove the Chairman
- ✔ Appoint and remove the Non Executive Directors
- ✔ Decide the remuneration of the Chair and Non Executive Directors
- ✔ Appoint and remove the auditor
- ✔ Receive the annual report, the annual accounts and receive the auditor's report
- ✔ Approve the appointment of the Chief Executive
- ✔ Evaluate and review the Membership Strategy through the Communications and Membership Group
- ✔ Having input into the content of the Trust's membership newsletter
- ✔ Establishing good working relationships with services and teams through participation in the visiting programme

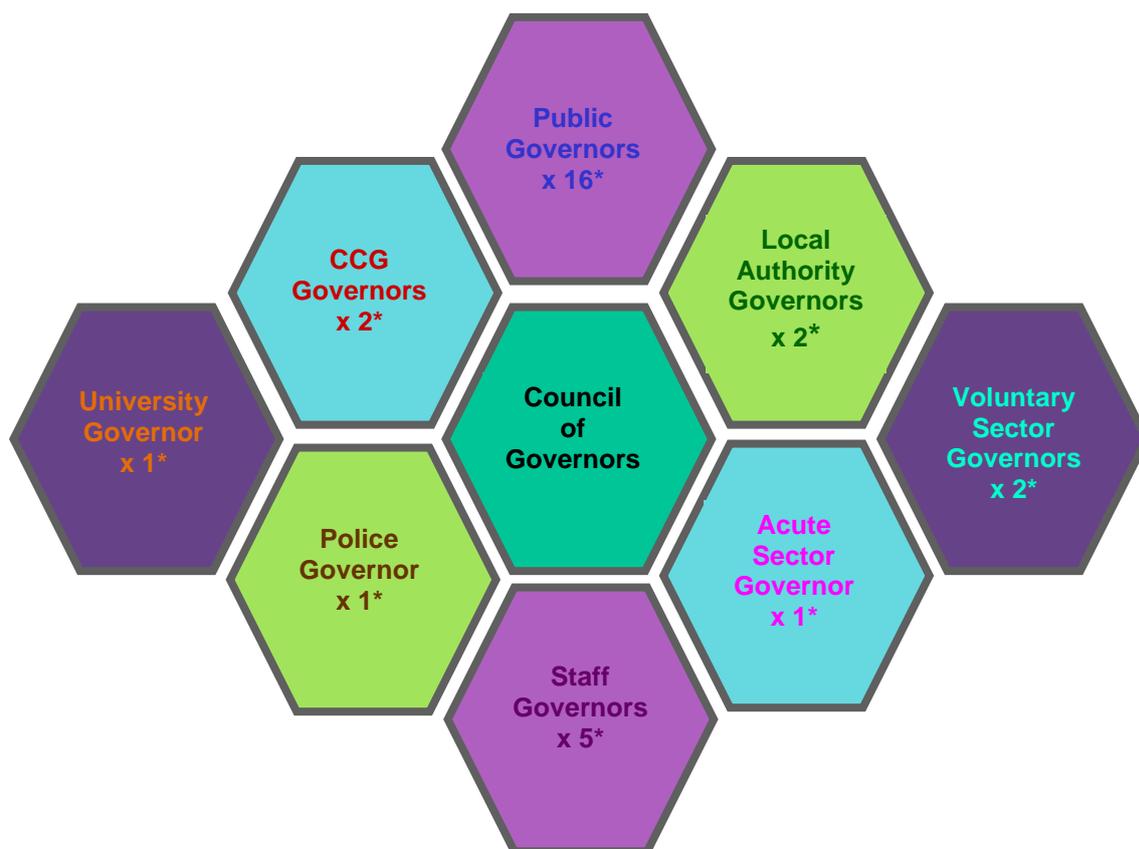
Additionally, Governors may carry out specific tasks and projects in line with future plans, such as recruiting members, mental health promotion and challenging stigma.

The Council of Governors is not responsible for managing the Trust's operational business.

Governors are expected to engage with their constituencies and its members to promote the work of the Trust and its services and also to recruit new members.

The Council of Governors includes representatives of the local Acute Trust, the voluntary sector, the University, Clinical Commissioning Groups (CCGs) and Humberside Police, which will enhance opportunities to take forward the social inclusion agenda.

The Council of Governors comprises of:



*Hull, East Riding and wider Yorkshire and Humber (Public)

*Hull & East Riding (Clinical Commissioning Groups)

*Hull City Council and East Riding of Yorkshire Council (Local Authority)

*Staff

*HYMS/Faculty of Health and Social Care (University)

*North Bank Forum and Hull and East Yorkshire MIND (Voluntary)

*Hull and East Yorkshire Hospitals NHS Trust (Acute)

*Police

Governor Elections

The Constitution was reviewed and approved by the Trust Board and Council of Governors as is required by the Health and Social Care Act 2012. As Governors reach the end of their term of office, elections are held as and when required. In most cases this is will be on an annual basis dependent on the seats to be elected to. Individuals wishing to stand for election to any of the vacant seats must be a member of the Trust.

Local Partnerships

We recognise the importance and benefits that can come from working in partnership with other local membership organisations. Any opportunities for joint working, where there is mutual benefit to both organisations, will be explored.

We are currently working with Hull and East Yorkshire Hospitals NHS Trust to jointly recruit and communicate with members. This ensures we make the best use of time and resources, and the public are not confused about the different membership opportunities.

Information and Involvement

Although we are aiming for as growing membership we will value the opportunity to keep members informed of issues and developments. It is vital to effectively promote involvement and continue to explore with members and Governors any opportunities that arise for further develop this.

Governor Activities

There are a number of opportunities that Governors may wish to take part in. Some of these are a requirement of being a Governor eg attendance at the Council of Governor Meetings and Annual Members' Meeting. Others include:-

- 📍 Attendance at the Appointments, Terms and Conditions Committee*
- 📍 Attendance at the Communications and Membership Governor Group*
- 📍 Attendance at the Finance and Audit Governor Group*
- 📍 Attendance at the Strategy and Business Development Governor Group*
- 📍 Attendance at Public Trust Board meetings (optional)
- 📍 Attendance at Governor Development Days
- 📍 Visit Programme in association with Non Executive Directors. Governors are linked to specific service areas to work with staff, patients and carers
- 📍 Some Governors have attended Regional Governor events with Governors from other organisations
- 📍 Governors have participated in the Patient Led Assessment of the Care Environment (PLACE) inspections for in-patient units
- 📍 Mental Health First Aid Training has been provided for those Governors who wished to undertake it
- 📍 Governors are given the opportunity to attend Trust events such as Open Days, and the Carol Concert
- 📍 Observing the Sub Committees of the Trust Board
- 📍 Involvement in the Development of the Quality Report
- 📍 Staff Governors promote their role at Induction Market Place events

*Membership of these Groups is optional for Governors who wish to be a member, therefore not all Governors attend.

Governor and Member Support

The Trust Secretary and Membership Officer will continue to work with the Chairman, Governors and members to develop their role and offer training and support to help them.

A monthly newsletter is produced for Governors giving updates, details of forthcoming events and meetings and a breakdown of membership numbers. A briefing on what was discussed at the public Board meeting and a message from the Chairman is also included. Governors are invited to suggest items for the agendas for the Council of Governor meetings and Development Days.

Continued support is offered to Governors to assist them in their roles. Duties include, but are not limited to:-

- 📍 Work with Governors and the Communications and Membership Group to evaluate and develop the Trust's Membership Strategy

- ✔ Day to Day responsibility for implementing the Trust's Membership Strategy
- ✔ Develop a programme of engagement in which all members and Governors are able to participate
- ✔ Develop membership reporting and evaluation methods
- ✔ Manage the contract with external database supplier. Oversee the development and implementation of the membership database
- ✔ Recruit members through face to face or telephone communication, via the Trust's website and community events
- ✔ Communicate with members through newsletters, e mails and our website groups
- ✔ Co-ordinate members' events
- ✔ Update the members and Governors sections of the website
- ✔ Produce a monthly newsletter for Governors
- ✔ Manage the membership database including maintaining and updating data and preparing data and reports for various purposes including elections
- ✔ Maintain the public register of members
- ✔ Preparing annual membership report for the Executive Management Group, Council of Governors and Trust Board
- ✔ Provide administrative support to the Trust Secretary regarding membership and Governors
- ✔ Link with community groups, sports teams, schools, colleges for specific membership projects
- ✔ Being involved in Governor induction and training activities
- ✔ Being the first port of call for Governors' and members' queries and communications

Future Plans

- ✔ Planned themed public meetings based on our services
- ✔ Proactively respond to outcome of members' survey
- ✔ Further participation in constituency events
- ✔ Continued recruitment of members – target set to recruit a minimum of 10 members per Governor
- ✔ Encourage and support a diverse range of members in standing for election as a Governor
- ✔ Ensure that electoral processes encourage members to consider standing as a Governor or being involved in elections
- ✔ Governors to develop relationships with members within their constituencies and to feedback to the Council of Governors
- ✔ Develop personalised communications from Governors to members eg bi-annual update on Governor activity within their constituencies
- ✔ Encourage Governors to provide information and take ownership of their monthly newsletter
- ✔ Consideration of an annual campaign for membership based on Trust services/issues
- ✔ To make sure that Governor Development Day agenda meets the needs of the Governors and gives them further understanding of the Trust operates.
- ✔ Work with Governors to meet their training needs

Monitoring

This Strategy will be reviewed every 2 years. An annual review of the action plan will be

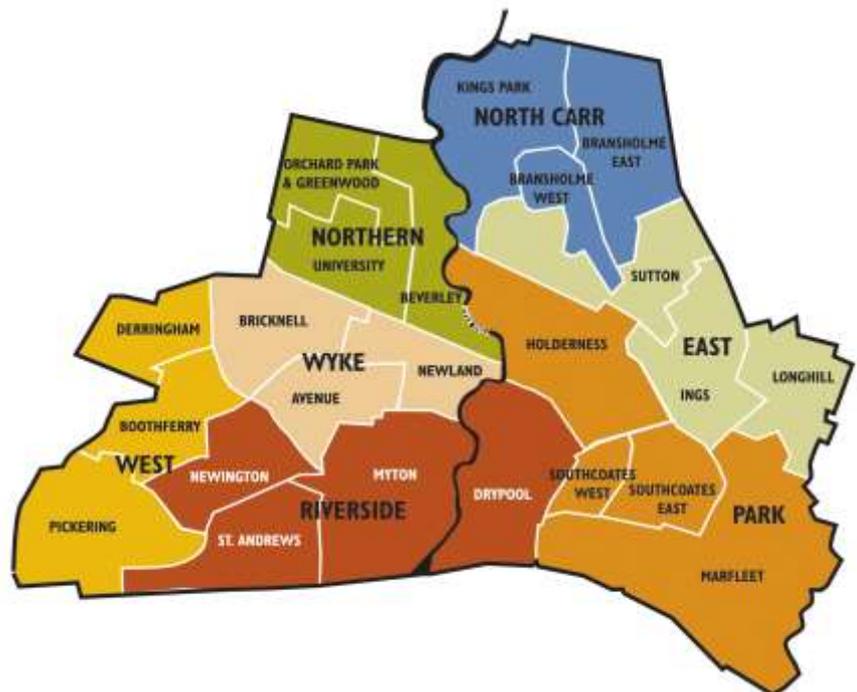
undertaken by the Communications and Membership Governor Group in conjunction with the Membership Office, the Trust Board and the Council of Governors.

Maps of Hull and the East Riding of Yorkshire and the wider Yorkshire and Humber area.



Hull, East Riding of Yorkshire and wider Yorkshire and Humber Area

Hull Area





*services provided in East Riding
 ** across Hull & East Riding

| Details | Lead | Action |
|----------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Membership Recruitment and Engagement | | |
| Staff Recruitment | Membership Office | Letter sent to all staff giving them the option of opting out of the staff membership constituency. If no opt out received, details entered onto the membership database. |
| Public Recruitment | Membership Office | <p>To attend public events.</p> <p>Encourage all staff and current public members to recruit friends and family.</p> <p>Encourage staff leavers to become public members.</p> <p>Targeting new and existing volunteers</p> <p>Participate where possible in Trust awareness-raising events</p> <p>Easy online application</p> <p>Attend public meetings eg Annual Members' Meeting and any other appropriate events</p> <p>Further develop the use of social media to increase membership and engage with members</p> <p>Joint working with other NHS organisations</p> |
| Communication with members | Membership Office/Governors | <p>Develop personalised communication from Governors to Members to brief on Trust news and Governor activities</p> <p>Arrange meetings with Governors at local venues.</p> <p>Arrange Members events in response to needs/wants.</p> <p>Members' newsletter</p> <p>Email</p> <p>Mailouts</p> <p>FREEPHONE number to FT Office</p> <p>To continue to place copies of membership information and Members Newsletters in all areas of the Trust.</p> <p>Membership magazine to be circulated to local health centres</p> <p>Acknowledging each membership application with a welcome letter. A membership card is also issued</p> <p>Develop member and Governor pages on our website</p> <p>Publish and keep updated a calendar of events</p> |

| | | |
|---------------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Engagement with members | Membership Office/Governors | <p>Opportunity for members to be involved in Trust consultations and surveys.</p> <p>Participation in elections</p> <p>Invitations to Trust meetings and events</p> <p>Joint working with other NHS organisations</p> <p>Consideration of an annual campaign for membership based on Trust services/issues</p> |
| Maintain contact with Staff Members via Staff Governors | Staff Governors | <p>Attend Trust Induction on a monthly basis to highlight the benefits of membership</p> <p>Weekly Bulletin/Team Talk Update</p> |
| Identify the needs and wants of members | Membership Office | Members Questionnaire produced to highlight the needs and want of members. To be circulated with August Membership magazine. Results will be fed into the Communications and Membership Group. |
| Elections | | |
| Raise awareness of forthcoming elections | Membership Office/Governors | <p>To inform all (potential) members of cut off point for membership and details of forthcoming elections using the following methods:</p> <p>Members Magazine</p> <p>Email</p> <p>Posters circulated to Governors, health centres, libraries and other local organisations for display.</p> <p>Team Brief (staff)</p> <p>Weekly Bulletin (staff)</p> <p>Press Releases</p> <p>Hold Governor information events for staff and public</p> |
| Undertake Elections to fill vacant and new seats. | Membership Office | <p>Ensure all individuals wishing to participate in elections are provided with information on how to stand for election by the deadlines publicised.</p> <p>Encourage existing members to stand for elections themselves</p> <p>Encourage existing members to vote to ensure a strong turnout rate.</p> |
| Publicise the outcome of elections. | Membership Office | Use membership magazine, global staff e mail, Governors' newsletter and website to publicise outcome of elections to ensure members are aware of their new elected Governor and the communication route to that Governor. |

| | | |
|-------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Monitoring | | |
| Review of Membership Strategy | Membership Office/Communications and Membership Governor Group | Strategy to be reviewed every 2 years Annual review of progress made against action plan |